



THE TIDES

RIVIERA MAYA

Fact Sheet

- LOCATION:** The Tides Riviera Maya is located near the picturesque village of Xcalacoco, three miles north of Playa del Carmen on Mexico's Yucatan Peninsula. Residing on six acres of waterfront property, the resort offers miles of Caribbean beach along the spectacular Maya coast. Just 40 miles south of Cancun, it provides convenient access to the international airport.
- ADDRESS:** The Tides Riviera Maya
Playa Xcalacoco, Riviera Maya,
Quintana Roo, Mexico 77710
- Tel: 011 52 984 877 3000
Reservations:
(866) 332-1672 (From U.S. and Canada)
(800) 012-3569 (From Mexico)
reservations@tidesrivieramaya.com
info@tidesrivieramaya.com
- WEBSITE:** tidesrivieramaya.com; thetidesresorts.com
- GENERAL MANAGER:** Pedro Lara
- HOTEL AFFILIATION:** Kor Hotel Group
Brad Korzen, Founder
korhotelgroup.com
- OPENING DATE:** January 2002
- SITE:** Intimate and serene, the resort has been designed to respect and accentuate the pristine qualities of its dramatic jungle and seaside setting. Individual palapa villas lie discreetly hidden within dense vegetation, lush with fern, palm and guava trees, and fresh-water cenotes. A maze of pathways meanders gently through the landscape, leading guests on a journey of the senses.

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As guests venture through the forest toward the sea, they arrive at the resort's main, oceanfront compound. Emerging from the jungle into the open vastness of the wide beach, the contrasting vistas mesmerize, as greenery and denseness give way to soft hues of blue and white – the twinkle of a swimming pool in the foreground, a path of pearlescent sand passing by from nowhere to nowhere, and the dazzling shimmer of the Caribbean Sea receding into the open sky.

The Tides' lagoon pool and sun deck are flanked on one side by the crescent-shaped *La Marea Restaurant and Bar*. The two-story structure provides open-air dining along the entire wall of its inner curve, enabling prime views of the Caribbean Sea's blue expanse for which the restaurant is named. Across the pool lies the resort's yoga studio with practice terrace facing the sea and rising sun. Adjacent, the distinct dome-shape of a *Temascal* sweat lodge houses a hot lava-rock steam shower fed with medicinal plants.

ACCOMMODATIONS:

Luxury Villas:

The resort features 17 air-conditioned luxury villas with private plunge pools surrounded by luscious jungle gardens. Pools measure approximately 12 to 14 feet in length and are four to five feet deep.

Each villa features an outdoor terrace replete with chaise lounges, hand-carved stone dining table, handmade crochet hammock and outdoor "moon" shower. Canopied beds feature 500-thread-count Egyptian cotton sheets and glorious down pillows.

Royal Villas:

12 Royal Villas offer the elegant setting of a Luxury Villa enhanced by ultra-regal amenities and VIP services to heighten the romantic allure. Nestled deep within the jungle gardens, private plunge pools are alight with votive candles and strewn with flower petals. Canopied beds feature 500-thread-count luxury sheets of cotton/linen sateen, glorious down pillows and, at turndown, scattered flower petals and aromatherapy using the Maya Spa's signature house-made bouquet, "coco copal."

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Each villa features an outdoor terrace set with chaise lounges, hand-carved stone dining table, handmade crochet hammock and outdoor "moon" shower. Additionally, each Royal Villa features enhanced amenities such as an I-Pod with docking and DVD station, a 32" LCD television, wireless phones and Italian linen bathrobes.

Welcome amenities greet guests upon arrival – a favorite bottle of spirits or wine; beach items such as a straw hat and a silk head band for her; as well as an exotic fruit platter with origin details for each selection.

Tides Villa:

The two-story Tides Villa is a masterpiece of rich woods, natural rattan, and sumptuous materials, all designed in the resort's signature Maya-inspired style and nestled in lush vegetation to create a completely private hideaway. The first floor is elegant and spacious, with a complete living/lounge area and guest bathroom set with an onyx Maya-style fountain-faucet. Louvered mahogany doors and windows open onto a private patio with hammock, oversized chaise lounges and large plunge pool. A spiral wooden staircase leads to the master bedroom above, appointed with a king-size canopy bed, 500-thread-count Egyptian linens, and mahogany bureaus with leather-and-steel pulls. The bedroom opens onto a second-story terrace with a round chaise lounge for two, crochet hammock and a marble table with chairs to accommodate private lunches or cocktails by moonlight.

In-Room Amenities:

In-room entertainment centers, including DVD players with movies, CD player with selection of CDs and satellite cable television; selection of books; hair dryers; snorkels; and in-room safes. Complimentary Wi-Fi is available in all villas. IPod accessories are available to Royal Villa, Presidential Villa and VIP guests. The innovative technology of ICUITI glasses allows mobile video viewing on the equivalent of a 52" screen, while a see-through design maintains natural vision without image washout. The waterproof H₂O Audio device allows underwater tunes. Check-in time is 3:00 pm; Check-out time is 12:00 noon.

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Mayordomo Service: Trained by Robert Watson, founder and president of "The Guild of Professional, English Butlers," The Tides' exclusive VIP *Mayordomo* Service team is available to guests of the Royal Villas, the Presidential Villa and those with VIP status. Butlers assist guests prior to arrival for airport transfers and any special requirements and, following check-in, act as a personalized concierge. In addition to arranging spa/dining reservations, activities and other specific requests, the service can provide access to top restaurants, bars, special events or concerts otherwise fully booked.

DINING:

La Marea Capturing the fine poetry of dining, *La Marea Restaurant* overlooks the Caribbean sea. The restaurant features contemporary interpretations of Mexican and Maya cuisines blended with international influences and referred to as "Mayaterranean Cuisine." The menu offers an array of daily specials by Executive Chef Mariana Perez-Nino abundant in fresh seafood. Breakfast and lunch, along with light grilled snacks, Maya-influenced dishes and an extensive and creative ceviche menu are also available poolside.

Lounge at La Marea The lively yet relaxing *Lounge at La Marea* extends onto an open-air patio for premium ocean views. Meet friends for a cocktail or cigars before dinner or enjoy one of our famous desserts in the lounge overlooking a Maya sunset and the lights of Cozumel Island.

Wine Cellar: Featuring 500 bottles of wine including the finest vintages from *Chateau Lafite* to *Ribera del Duero*, and a wide range of Tuscan labels.

"Dine anytime, anywhere" policy: The Tides Riviera Maya's unique jungle location invites guests to dine whenever and wherever they prefer, evoking the ethos of a private residence. Enjoy breakfast at midnight poolside, cocktails in your villa or light savories following a leisurely massage on the beach.

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Casita Maya: An outdoor ancient Maya kitchen constructed of rustic wooden branches and a palapa roof provides guests with a unique private dining venue. The kitchen hosts the cooking classes, in which Chef Perez-Nino demonstrates the native method of simmering banana leaf wrapped seafood in pit-ovens deep below the earth. Naturally, guests linger to dine on the culinary creations.

ACTIVITIES:

Activities: The Tides Riviera Maya offers an abundance of activities for guests' leisurely indulgence, including boating, snorkeling, and SCUBA diving lessons. Yoga is offered in an ocean-side studio or on the beach, while a serene and cool library features books, CDs, and DVDs.

Spa: Located at the center of the resort, shrouded in a lush tropical landscape, the spa's circular structure echoes the holistic philosophy that guides the Maya Spa experience. Tapping the wisdom of ancient Maya traditions, the spa draws from the bountiful resources of its jungle-seaside setting, specializing in signature herbal and mud treatments. Treatments may also be enjoyed on the beach or in the privacy of one's villa. Hatha yoga classes are offered daily in the outdoor yoga pavilion.

Temazcal
Sweat Lodge: The traditional Maya *Temazcal* sweat lodge is one of the resort's specialties and combines a cleansing sweat bath with herbs, flowers and music. The word *Temazcal*, in Nahuatl language, is a combination of the words *temaz*, meaning "bath," and *cal*, meaning "home." The ceremony was practiced by the Mayas and other indigenous groups as a therapeutic and purifying ritual.

Lagoon Pool: In addition to the 30 private plunge pools, The Tides Riviera Maya features a lagoon pool with sundeck and a selection of loaner sombreros for guests' use.

Beach: Seven miles of white sand beachfront are ideal for sunbathing and snorkeling. A 350-foot section is kept carefully maintained and is dotted with palapa-roofed cabanas. A private boat is available for two-hour snorkeling and diving tours.

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Area Activities: Nearby activities include golf, horseback riding, polo lessons, fishing, parasailing, kite surfing, skydiving, bird watching, nature walks, tennis and jungle tours. Numerous landmarks and ancient cities reside nearby for exploration: Xcaret, Cozumel, Xel-ha, Tulum, Cancun, Coba, Isla Mujeres, Sian Ka'an, Chichen-Itza, Akumal, Valladolid, Merida and Uxmal. The resort offers specialized tours and packages for many of these activities.

Luxury Transportation: The Tides can arrange rentals for such classics as a Mercedes Benz S50, a Hummer H2, a Porsche Boxster, even a Rolls-Royce Silver Wraith 1959. Models are available for transfers to and from the airport as well. The Tides also operates a plane and helicopter service available for transportation to archaeological sites and other excursions, as well as for airport-hotel transfers.

MAYA WEDDING CEREMONY:

The "Good Wish Maya Ceremony" is a reaffirmation of marital vows involving potent symbols, objects and rituals from the ancient Maya in a communion with nature. Enacted on the beach, the bride wears a hand-made Maya dress and the groom wears a white, linen *guayabera* (Yucatan shirt). A ceremonial exchange of daisy flower bracelets is performed in Mayan, as stirring drums beat within the jungle and a conch-shell horn signals the ritual's transformations. Flower petals are strewn across the waves to preserve the couple's good wishes. (Note: Guests receive a written translation of the speech in English, but we recommend that the ceremony is kept in Mayan. Even though the words are not understood, the music of the language lends the experience a deeply romantic quality.)

PETS: Pets under 6 pounds are permitted. A per day/per pet charge includes a special dog bed; gourmet menu serving organic beef, turkey and veal stews; and turndown night service including refreshing water and bed.

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FOR FURTHER INFORMATION CONTACT:

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LA MAREA RESTAURANT AND LOUNGE

Fact Sheet

- Address:** The Tides Riviera Maya
Playa Xcalacoco, Riviera Maya,
Quintana Roo, Mexico 77710
- Telephone:** 011 52 984 877 3000
- Website:** www.tidesrivieramaya.com/dining
- Cuisine:** "Mayaterranean": Contemporary interpretations of **Mexican and Maya cuisines blended with Mediterranean influences**. The menu offers an array of daily specials abundant in fresh seafood, meats and poultry, signature appetizers, an extensive ceviche menu and entrees. Additional, authentic dishes of Mexican and Maya origin explore the robust flavors of Yucatán's traditional culinary heritage such as *achiote*, chile, pumpkin, fresh lime and *chaya*.
- Executive Chef:** Mariana Perez-Nino

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Hotel Affiliation: Kor Hotel Group
Brad Korzen, Founder
korhotelgroup.com

Highlights: The 70-seat restaurant reflects The Tides' luxuriant service and dedication to providing sumptuous, five-star culinary experiences to its guests. The resort is proud to offer a "dine anywhere, anytime" policy.

La Marea features innovative "Mayaterranean" cuisine and authentic Maya dishes, demonstrations and menu offerings by Executive Chef Perez-Nino.

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Setting: Located in the resort's oceanfront setting, *La Marea Restaurant and Lounge's* crescent-shaped, two-story structure provides open-air dining along the entire wall of its inner curve, enabling prime views of the Caribbean Sea's blue expanse. Supported by a series of dramatic rough-hewn tree trunks and topped with a vast *palapa* roof, the upper floor provides an open-air terrace with white stucco walls complemented by richly colored wood throughout and island-style railings tied with handmade rope fibers.

The restaurant is dedicated to serving resort guests and their invited company. Twenty seatings per day are available to the area's most exclusive resorts and are accessible only through prior arrangement with The Tides' *Mayordomos*.

The Lounge

The lively yet relaxing *Lounge* extends onto an open-air patio on the first floor for premium ocean views. Meet friends for a cocktail or cigars before dinner or enjoy one of the restaurant's famous desserts overlooking the lights of Cozumel Island. *The Lounge's* signature cocktail is the Coconut Margarita, made with *Herradura Reposado* Tequila, *Kahlua*, fresh lime juice, pineapple juice and fresh coconut water, served with chile piquín and fresh coconut along the glass rim.

A Tequila Maestro offers Tequila tastings, in which guests review at least three high-end tequilas (each accompanied by different *Sangritas*), along with the liquor's history and proper drinking methods. *Price is \$50 USD/person.*

Wine Cellar:

Features 500 bottles of wine including the finest vintages from *Chateau Lafite* to *Ribera del Duero*, and a wide range of Tuscan labels.

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Check Average: Breakfast \$35.00
Lunch \$45.00
Dinner \$80.00
** In USD, check averages are per person, without alcohol*

Hours of Operation: Daily: 7:00 am to 11:00 pm

Reservations: Recommended

Payment: All meals are charged to guests' folios. The resort accepts Visa, MasterCard and American Express.

FOR FURTHER INFORMATION CONTACT:

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The Maya Spa
A Sanctuary for your Senses

The Tides Riviera Maya

Fact Sheet

LOCATION: The Tides Riviera Maya
Playa Xcalacoco, Riviera Maya,
Quintana Roo, Mexico 77710
Phone: 011 52 984 877 3002
tidesrivieramaya.com

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HOURS: 9:00 a.m. – 9:00 p.m. daily

SPA DIRECTOR: Vanessa Infante

SITE: Located at the center of the resort, shrouded in a lush tropical landscape, the spa's circular configuration echoes the holistic philosophy that guides the Maya Spa experience. Housed in its own palapa, the gentle curve of the round structure extends inward, creating dual spherical rooms within. Dimly lit and coolly scented, the spa's entry room is dominated by a raised, marble whirlpool, the vortex-like swirl of its cool water illuminated from within for a dramatic effect. A stone-domed herbal steam room provides the Maya version of a Turkish *hammam* and a unique prelude to treatments. Marble benches line its inner walls, encircling a cool water urn – the perfect remedy for quenching the body's heat as steam intensifies. His-and-hers quiet areas create a soothing ambience for reflection or meditation, with an outdoor "moon" shower close at hand.

SPA: Tapping the wisdom of ancient Maya traditions, the Maya Spa specializes in signature marine and herbal treatments. As an eternal source of regenerative energy, the sea symbolizes equilibrium, comfort and the restoration of indispensable life forces. Similarly, Mexico's tropical expanse of forest along the Maya coast is a treasure trove of natural curatives, blessed with one of the world's most extensive and diverse selections of native herbs. Drawing from each of these bountiful sources, the spa's treatments offer powerful combinations of natural marine elements joined with native, aromatic herbs. The spa's special Phyto-dermocosmetic (botanically-derived) products utilize potent Mexican plants with healing benefits for both body and soul.

The Maya Spa is comprised of the following:

- Herbal steam room
- Cool whirlpool
- Jungle Spa suite for two
- Outdoor rain room
- Variable pressure showers
- 3 treatment rooms for individuals
- 1 couple's suite
- Fertility spa suite
- Hatha Yoga classes daily in an oceanside palapa
- Temazcal sweat lodge on the beach
- His-and-Hers quiet areas

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The full-service spa offers massages, facials, body treatments and body wraps designed to restore, rejuvenate and refresh. Treatments may also be enjoyed on the beach or in the privacy of one's villa. Hatha yoga classes are offered daily in an oceanside palapa. Fitness equipment is available in the fitness center from 7:00 a.m. to 9:00 p.m. (after hours by special request).

STAFF: Multi-lingual

SPECIALTIES:
Temazcal

Temazcal is a centuries-old sweat lodge of distinct dome-shape that houses a hot lava-stone steam shower fed with medicinal plants. The word *Temazcal*, in Nahuatl language, is a combination of the words *temaz*, meaning "bath," and *cal*, meaning "home." Located seaside, its use is guided by a purification ritual with benefits not only physical, but emotional, mental and spiritual. Revered as a sacred act, the ceremonial ritual is performed on the shore of the Caribbean Sea by a Shaman.

Elements of the ritual:

- **Water:** Represents our blood stream, our bodily fluids and our flow of emotions.
- **Earth:** The *temazcal* structure represents our body (matter).
- **Air:** In the form of aromatic steam, air represents our energy and our soul.
- **Fire:** Hot stones represent our body heat.

Jungle Spa Suite

Located deep within the jungle, The Tides' Jungle Spa Suite offers a setting unparalleled in its romantic appeal, surrounded by the forest's soothing sounds. Composed of a suspended palapa roof encircled by gauze mosquito netting, the suite is adjacent to a "cenote" (a sink hole filled with clear, fresh water considered sacred by the Mayas). A picturesque waterfall feeds the suite's private outdoor shower.

The **Hammock Massage**, performed in the Jungle Spa Suite, utilizes reflexology techniques on the back, feet, hands and neck. To begin, the therapist lies on the ground below the hammock and applies pressure with his/her feet, massaging the back one vertebra at a time. The therapist then stands and begins to massage the feet, continuing to the hands and finally the shoulders and neck. Floating and swaying in the hammock,

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absorbing the aromas of the oils and the sounds of the waterfall – the combination transports guests to a magical place.

Fertility Ritual House A unique Fertility Ritual House, set deep in the jungle, has recently debuted at The Maya Spa. Housed in a rustic wood cabin adorned with colorful Maya decorations and alive with the sounds of drums, the spa's new *Ritual de Fertilidad* is performed in this appropriately pre-Hispanic atmosphere.

The ancient ***Ritual de la Fertilidad*** stimulates the senses through a full-body massage with seeds, a symbol of fertility to the ancient Maya. The scrub mix includes vital properties such as the *chia* seed, which is high in folic acid essential to the body and healthy fetal development. A ritual Maya aperitif commences the treatment, made of honey produced from the anise-scented *xtabentun* flower. Named for the mythic figure of Xkeban, whose life of illicit love and great compassion transformed her into an aromatic flower at death, its nectar is said to intoxicate just as Xkeban's amorous arts intoxicated men. Guests then lie in traditional tubs carved from whole tree trunks and are immersed in a bath of seeds from neck to toe. The slow, relaxing massage is accompanied by ritual blessings performed by a shaman using traditional Maya *copal* incense. Drums, maracas and Maya music enfold the soothing purification rite.

The Tides Lava Shell Therapy

Spas at each of The Tides properties offer the exclusive, brand-wide Lava Shell Therapy, a holistic, ocean-derived treatment that epitomizes the brand's coastal spirit. Featuring a revolutionary heating system by Spa Revolutions, Lava Shell Therapy™ involves the direct application of finely polished Tiger clam shells – composed of calcium carbonate - to infuse "native ocean chi" deep into the skin and tissues. The heating agent, Lava Gel™, is created from sea kelp, Dead Sea salts and purified water combined with self-heating natural minerals. The powerful substance is placed within the hollow of the shell and when hydrated by salt water, charges the Lava Shell from the inside out with heat that lasts up to an hour.

The Tides signature treatment begins with a warm essential oil application using a marine-derived product specially designed for The Tides Lava Shell Therapy by

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Osea. Made of basil, Bulgarian lavender, geranium, grapefruit and jasmine, the oil helps to balance the central nervous system and reduce stress. Holding a heated shell in the palm of each hand, therapists then apply traditional Swedish massage strokes with the stones for a full-body treatment, followed by a massage with the hands. To help the heat spread, guests gently palm shells at the same time. More powerful than traditional "Hot Stone" methods, calcium ions are driven off with the waves of healing energy, thus enhancing skin tone and radiating deep within.

Lava Gel charges are offered in two levels of "heat." The Deep Heat blend offers maximum heat and is meant for constant skin contact and massage. The Comfort Blend can be used as an "add-on" massage and maintains a constant-contact temperature for 10-15 minutes, then holds a calming temperature for "light" massage use.

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Detox Program

Designed for guests who are committed to changing their lifestyle, the resort's Detox Program provides two packages, of different intensity levels, that can be added to a regular stay:

Daily Detox package: Each day guests receive one Yoga lesson; one-hour massage; and three Spa-healthy meals.

Full Detox package: In addition to accommodations, this seven-day, six-night package includes the following daily activities: 45-minute morning hike; one-hour yoga lesson; 30-minute afternoon meditation lesson; one hour of body treatments; 5 Spa-healthy meals. At the end of the program, guests experience a *Temazcal* Ceremony.

TREATMENTS:

The Maya Spa offers a wide selection of massages, facials, full-body treatments, body wraps and beauty services.

Massages – The spa features numerous therapeutic massages to aid relaxation of both mind and body. Guests can enjoy treatments in the serene spa, in cabanas overlooking the ocean or in the comfort of their own villa. The following massages are available:

- **The Tides Riviera Maya** – The “Poetry of the Sea” treatment is set oceanside and features a relaxing massage that combines Maya mud, herbal clay, kaolin, bentonita and essential oils like orange, lavender, thyme and basil. Each element provides healthful nutrients and restores minerals to the skin.
- **Holistic massage** – Utilizing a combination of the most therapeutic holistic techniques, this massage is enhanced by exquisite aromas that connect the senses, relax the body and focus the mind.
- **Deep Tissue massage** - This massage focuses on the deep relaxation of muscles, combining Swedish, deep tissue and sport massage techniques to relieve body tension, improve flexibility and eliminate accumulated stress.
- **Hot Stone massage** - This gentle but alleviating massage uses hot river stones and herbal oils to

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relieve deep muscle pain by re-establishing the body's balance.

- **Asparalove** – Designed for couples, this special massage incorporates an integral relaxation treatment by applying aromatic marine plant extracts that deliver pleasure to the senses through the release of endorphins.
- **Four Hands massage** – Two massage therapists will use different techniques synchronized in time and rhythm to bring relaxation, balance and harmony.
- **Moon massage** – Inspired by the energy of the moon, this massage is performed seaside at dusk. Tiki torches surround the treatment area as tranquil waves, the whispering wind and the circular motion of the massage lull guests into a peaceful state of relaxation. All of the elements - wind, fire, water, and earth – combine their energies to bring guests in touch with their senses. The treatment is followed by an exotic aperitif.
- **Mayan twilight Massage , Crepuscular massage** – This three-part, therapeutic massage is designed for complete physical, spiritual and mental renovation. Part one involves a “manteada” or stretching of the muscles to release energy; Part two is “rameada,” a cleansing and release of negative energy by brushing with rosemary, basil and other curative herbs; the treatment closes with a full body Maya volcanic clay massage.
- **Relaxing massage** – A genuine pampering which helps improve blood circulation through soft, relaxing and lymphatic touch. Diminishing stress and purifying energy will achieve a complete state of balance.
- **Reflexology** – A massage designed to balance energy through specific pressure points on the hands, feet

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and head. Focusing on these pressure points allows the energy to flow freely, releasing tension.

- **Chocolate massage** – An ancestral Maya massage rich in antioxidants created to alleviate muscular tension by improving circulation and activating energy. The pure chocolate is incorporated with mud and applied both with wraps and by hand.
- **Aromatherapy massage** – A healing massage that immerses the body and soul into a world of aromas to stimulate the organs, clear the mind, heal congestion, stabilize breathing, release stress, ease depression and enhance the immune system. Scent combinations include: Joy (grapefruit, mandarin and lemon), Happiness (lemongrass, peppermint and rosemary), Peace (chamomile, petitgrain - orange leaf oil - and lavender), Love (sandalwood, geranium, ylang and patchouli), Balance (spruce needle, clary sage and marjoram) and Energy (frankincense, rosemary and ginger).
- **Sweet honey and Rain massage** – This innovative treatment utilizes nature's own rain water, offering guests a deeply relaxing experience. Lying on a treatment table in the jungle surrounding the resort, bathing suit-clad guests first have warm herbal-scented towels placed on their feet and neck. Working from the back and continuing to the front, rain water and healing herbs are massaged in circular motions over the body. Following the massage, herbal tea is poured over the shoulders and torso. The massage is best performed during the rainy season, July through October. When rain water is not available, cenote water is used.

Organic Anti-stress massage – This incredible treatment combines the magical feeling of a relaxing massage with the warmth of hot compresses.

Ancient Maya massage - Based on the curative healing knowledge of the ancient Mayas, this

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treatment combines the benefits of a relaxing massage with the body realignment techniques of a "manteada," or blanket stretch, and an energy cleansing with specially chosen herbs.

Ancient Thai massage – Traditional Thai massage delivers deep physical therapy, allowing restoration of vital energies and physical, mental and emotional well-being. By incorporating muscle stretching, acupressure, physical manipulation and yoga postures, the massage achieves better flexibility and a remarkable feeling of mental tranquility.

Facial Treatments – The Maya Spa offers five different facial treatments that incorporate innovative techniques and ingredients to restore and rejuvenate the skin.

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Body Treatments – Body treatments at the spa will leave the body feeling smooth and refreshed. Those featuring exfoliation use essential oils, and phyto-biological extracts and herbs to leave the skin soft and smelling beautifully. This method rids the body of dead skin, purifies, re-mineralizes and oxygenates.

- **Jantzu Water massage** – Experience a rebirth over water as Watsu returns you to a womb-like state where all sense of space and time are lost. This treatment is performed in the private plunge pool at guests' villas, where a therapist helps them to float on the water. The therapist then prescribes certain stretches which loosen the body and allow easier maneuverability. The treatment results in deep relaxation of the mind and body.
- **Awakening of the senses** – This treatment is designed to recover the senses. Seeds with subtle scents are used in a curative massage, resulting in a peaceful and relaxed state of being.
- **Maya Bath** – This traditional treatment combines cleansing, renewal and deep relaxation worthy of royalty. A magical steam bath in a Maya stone domed room initiates the process, followed by an intense exfoliation with natural cotton cloth and indigenous techniques to promote circulation: a deep herbal massage with chamomile, rosemary, oatmeal and other Maya elements nurtures the skin and pleases the senses with its aromas; a milk, herbal and honey rinse is applied and allowed to absorb into the skin; and an herbal tea with lemon and salt complete the offering.

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Body Wraps – These full-body treatments at the Maya Spa hydrate and relieve the body, leaving it relaxed and beautiful.

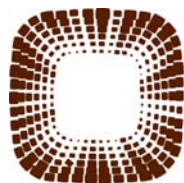
- **Aloe Vera with Apple** (After sun) – This relaxing treatment is performed to the rhythm of music. Aloe Vera is applied to heal irritated skin caused by exposure to the sun.
- **Exfoliation, Massage and Body Wrap** - This treatment begins with an exfoliation to eliminate superficial toxins and leave skin prepared to receive the benefits of a relaxing full-body massage performed with mud or mousse (depending on selected scent). Product is then left on to penetrate the skin for an optimum result of softness and freshness.

BEAUTY SERVICES: Manicures and pedicures, nail polishing and body hair removal are also available.

FOR FURTHER INFORMATION CONTACT:

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THE TIDES

RIVIERA MAYA

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Backgrounder

(Playa Xcalacoco, Mexico) – Located along the pearlescent sands of the Caribbean Sea's Maya coast, just outside of Playa del Carmen, The Tides Riviera Maya is a seaside refuge extending deep into the primitive Maya tropical forest. The 30-villa property and its stunning spa present the epitome of Maya beach chic and unpretentious luxury, exuding the ambience of an exclusive private villa or opulent tropical compound.

Touted as "a sexy, eco-conscious hideaway in the jungle" by *Travel + Leisure* magazine, the resort's design respects and accentuates the pristine qualities of its dramatic jungle and seaside setting. Intimate and serene, features blend seamlessly into the dense tropical foliage, dining is available both indoors and outdoors, and yoga classes and spa treatments overlook coastal splendor.

Unique indulgences abound at The Tides: *Temazcal*, a beachside Maya-style sweat lodge, incorporates lava-rock steam, chants and prayers to cleanse holistically the body, spirit and mind; a "tropical butler" delivers iced face towels poolside; and a "dine anywhere, anytime" policy invites guests to feel perfectly at home, dining or imbibing poolside, on the beach or in the jungle gardens.

The Tides Riviera Maya experience provides the ultimate luxury – being disconnected: a simple guest book serves for check in; no motorized vehicles are allowed on property; no artificial lighting mars the lush tropical setting or dims the star-lit sky; and guests are never asked to sign restaurant bills, as an honor code guides hotel policy.

Upon arrival, guests are personally welcomed and led through the lush tropical forest paths to be greeted at their villa with a special house drink and local fruits. The palapa-roofed, stucco bohíos, or villas, are decorated with an eye to the sophisticated simplicity of Maya aesthetics, utilizing natural materials throughout: louvered-mahogany doors and windows and canopy beds with hand-stitched Egyptian cotton linens. Bath areas are especially spacious with indoor and outdoor showers, his-and-hers sinks and closets, and Molton Brown amenities. Every villa has a private plunge pool and large terrace with crocheted hammock, dining table and terry-covered chaises. Other in-room features include DVD players, CD players with selection of music, snorkels, books, and mini-bars stocked with complimentary bottled water, juices and beer.

The two-story **Tides Villa** is a masterpiece of rich woods, natural rattan, and sumptuous materials, nestled in lush vegetation for complete privacy. The first floor is elegant and spacious, with a complete living/lounge area and guest bathroom set with a hand-carved onyx Maya-style fountain-faucet. Louvered mahogany doors and windows open onto a private patio with hammock, oversized chaise lounges and swimming pool. A spiral wooden staircase leads to the master bedroom above, appointed with a king-size canopy bed, 500-thread-count Egyptian linens, and mahogany bureaus with leather-and-steel pulls. The bedroom opens onto a second-story terrace with a round chaise lounge for two, crochet hammock and a marble table with chairs to accommodate private lunches or cocktails by moonlight.

The Maya Spa, a sanctuary for your senses, offers an authentic Maya holistic experience in a tropical spa setting. Located at the center of the resort amid a lush tropical landscape, the spa's circular configuration echoes the holistic philosophy that guides the Maya Spa

experience and inspires the spa's marine and herbal treatments. Treatments have been developed and authenticated by a local Shaman. The spa's special Phyto-dermocosmetic (botanically derived) products tap the wisdom of ancient Maya traditions, utilizing Mexican herbs with potent healing benefits for both body and soul. Highly-trained staff help to restore, rejuvenate and refresh guests through massages, facials, body treatments and body wraps. Treatments include the Tides' signature Lava Shell Therapy, which uses self-heating Tiger Clam shells in a Swedish-style massage; the Four Hands massage, which employs two massage therapists using different techniques synchronized in time and rhythm; and the ancient *Ritual de la Fertilidad*, which stimulates the senses through a full-body immersion and massage with seeds. The spa includes a herbal steam room, cool whirlpool, eight treatment rooms, variable-pressure showers, the Jungle Spa Suite, the Fertility Ritual House, Hatha yoga classes on the beach, a *Temascal* sweat lodge, his-and-hers quiet areas and beauty services.

The cuisine at The Tides Riviera Maya, dubbed "Mayaterranean," represents Chef Mariana Pérez-Niño's expertise - eclectic creations featuring the vibrant flavors and colors of Mexico blended with bold Mediterranean influences. Capturing the fine poetry of dining, **La Marea Restaurant** resides in a two-story thatched-roof structure with an al fresco lounge overlooking the pool and beach. As the resort's main restaurant, it offers an array of seafood and chef's specialties prepared daily. **The Grill at the Pool** offers refreshingly light grilled delectables and Maya-influenced dishes, plus an extensive and creative ceviche selection. All breads and pastries are made at the resort. **The Lounge at La Marea** extends onto an open-air patio for premium sea views. Meet friends for a cocktail or cigars before dinner or enjoy one of the restaurant's famous desserts in the lounge overlooking the lights of Cozumel Island. The resort has an on-site wine cellar offering everything from the finest French wines such as *Chateau Lafite* and *Ribera del Duero* to moderately priced selections from Mexico, Spain and Tuscany, among others.

Guests at The Tides Riviera Maya enjoy seven miles of white sand beach and an array of on-property activities: horseback riding, fishing, boating, snorkeling, and scuba diving lessons. Nearby activities include golf, parasailing, skydiving, bird watching, nature walks, tennis and jungle tours. Guests may also charter a private boat for day excursions. The concierge will assist in customizing a holiday with any of these activities. Numerous landmarks and ancient cities reside nearby for exploration: Xcaret, Cozumel, Xel-ha, Tulum, Cancun, Coba, Isla Mujeres, Sian Ka'an, Chichen-Itza, Akumal, Valladolid, Merida and Uxmal. Playa del Carmen is a ten-minute ride away.

For more information, contact **Hawkins International PR at (212) 255-6541 or (323) 930-3712** or visit www.tidesrivieramaya.com. For reservations, please call **(866) 332-1672**.



Backgrounder

Weddings and Celebrations

Intimate and serene, The Tides Riviera Maya's lush tropical landscape along seven miles of pearlescent Caribbean sand provide the ideal setting for an unforgettable and magical Riviera Maya wedding. Individual *palapa* villas lie discreetly hidden amidst fern, palm and guava trees, while beachside dining and recreation touch the open sea. As a member of The Tides collection of luxury properties, the resort is hand-tailored for romance. Our expert Wedding Coordinator will take care of all the details, while guests enjoy beach time, jungle exploration or the fine art of doing nothing.

The Tides Riviera Maya's air-conditioned **Luxury Villas** each feature private plunge pools surrounded by luscious jungle gardens. Outdoor terraces invite romance with hammocks and "moon" showers, while canopied beds are made for lingering with 500-thread-count Egyptian cotton sheets. **Royal Villas** offer enhanced, ultra-regal amenities to heighten the romantic allure: Plunge pools dappled with votive candles and flower petals, and turndown service of scattered petals and "coco copal" aromatherapy. The premier two-story **Tides Villa** is a masterpiece of mahogany and natural materials, affording exquisite comfort and ample space for the bride's wedding-day preparation and "getting ready" photos. Designed in the resort's signature Maya-inspired style, a first floor living room/lounge opens onto a private patio with plunge pool. The master bedroom above boasts a king-size canopy bed and second-story terrace ideal for romantic stargazing.

Both bride and groom will be attended with expert care. The Tides' exclusive **VIP Mayordomo Service** team has been trained by Robert Watson, founder and president of "The Guild of Professional, English Butlers," and is available to guests of the Royal Villas and Presidential Villa both prior to arrival and following check-in. Akin to a private concierge, butlers can arrange reservations, activities or specific requests.

The Maya Riviera's picture-perfect Caribbean coastline and tropical mystique call out for a Maya-inspired wedding on the beach. The Tides Riviera Maya's "**Royal Mayan Ceremony Wedding Package**" brings the romance of Pre-Hispanic tradition alive with an authentic Shaman and live music. Package includes:

- Beachfront setting with floral arch of local tropical flowers and torches
- Royal Mayan Ceremony conducted by a Shaman, with pre-Hispanic music
- Personalized organization of all wedding details by Wedding Coordinator

For rehearsal dinners and receptions, **La Marea restaurant** serves contemporary interpretations of regional fare in an elegant setting overlooking the Caribbean. Dishes combine Mexican/Maya cuisine with Mediterranean influences for a dining experience abundant in fresh seafood, including an extensive ceviche menu. La Marea's crescent-shaped, two-story structure provides sublime open-air dining for up to 70, amidst dramatic rough-hewn tree trunks and festive, island-style details.

The full-service **Maya Spa** offers soothing cures for pre-ceremony jitters. Located in the heart of the resort, the spa specializes in herbal and marine-derived treatments drawn from ancient Maya traditions and the bountiful resources of its jungle-seaside setting. A traditional Maya *Temazcal* sweat lodge, located seaside, houses a lava-rock steam shower fed with medicinal plants for a therapeutic and purifying ritual. And a Fertility House for specialized fertility rituals will give newly weds a head-start on family aspirations.

Wedding guests won't want for lack of things to do with private plunge pools in every villa, a beachfront lagoon pool and miles of beachfront ideal for sunbathing and snorkeling. The lively yet relaxing Lounge at La Marea extends onto an open-air patio for premium ocean views, and The Grill at the Pool stages Chef Perez-Nino's poolside BBQs every Friday night. A boat offers snorkeling and SCUBA diving tours, while golf, kite surfing, skydiving and horseback riding are available just minutes away. Numerous landmarks and ancient cities reside nearby for exploration, and Playa del Carmen is a ten-minute ride away.

The Tides Riviera Maya is also a romantic destination for marriage proposals, golden anniversaries or intoxicating honeymoons. The resort's "Dine anytime, anywhere" policy invites guests to dine whenever and wherever they prefer, from breakfast at midnight poolside to light savories after a leisurely massage on the beach. An outdoor, ancient Maya kitchen constructed of rustic wooden branches and a *palapa* roof provides guests with an equally unique private-dining venue. The resort also offers numerous honeymoon packages.

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